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FOREIGN NEWS ON CITRUS FRUIT

AMERICAN CITRUS FRUIT IN THE SWANSEA MARKET

California navel oranges are considered too large for the Swansea, Wales, market, according to a report received in the Department of Agriculture from A. B. Cooke, American Consul. Dealers state that while these navels are conceded to be the finest oranges on the Swansea market, their excellence actually militates against their sale. Only wealthy people can buy them. Two hundred boxes per week supplies the limited high-class trade willing to take four oranges for a shilling instead of eight.

During the season November to May, the total weekly turnover of oranges in the Swansea district (population 160,000) is put at 3,500 cases, 90 per cent of which are from Spain and 10 per cent from the United States, Jaffa, Jamaica and South Africa in the order named. The packs usually handled are:

Spanish	300/360 and 504 per box	
American (navels)	96/216	" "
Jaffa	144/156	" "
Jamaica	204/216	" "

(The box in each case is said to be practically the same size)

Navel oranges usually retail at about 72 to 96 cents a dozen against 36 cents for Spanish Valencias of the ordinary popular quality. The bulk of the consumers are miners, steel and tinplate and dock workers, who prefer quantity above quality for their money. They will buy Spanish oranges even though they may obtain an equal weight for their money in California fruit. It is felt that a less expensive smaller American orange would compete more successfully in Swansea. No oranges enter the port direct from abroad, wholesalers buying in the auctions at Bristol, Cardiff, Liverpool and London.

The amount of grapefruit consumed by this market is negligible, but some increase is noticeable in the demand for the fruit. Twenty to thirty boxes per week fills present requirements. More retail shops are now beginning to offer the fruit, but it is not likely that the market will warrant the attention of American exporters in the near future. The small quantities sold are of American origin, with some from South Africa in the off-season. The trade secures its supplies in the same manner as for oranges.

Lemons are handled in much the same way as grapefruit, and also on a limited scale, the turnover amounting to scarcely 200 boxes per week the year around. Spanish and Italian fruit supply the market, the usual pack being 300/360 and 504 to the box. The fruit is used largely for culinary purposes.

